



FACT SHEET PARIS CAMPUS ACADEMIC YEAR 2026-2027

INFORMATION ABOUT THE INSTITUTION : <u>ICD BUSINESS SCHOOL</u>	
Address	Groupe IGENSIA Education - ICD Business School 12 Rue Alexandre Parodi 75010 Paris, France
Website	www.icd-bs.com/
Contacts	Incoming students: Ms. Maddalena CREMONESI: incoming@igensia.com Outgoing students: Ms. Mélinda RIPPE: outgoing@igensia.com Director of International Relations : Mr. Yoann LE BONHOMME: ylebonhomme@igensia.com
Erasmus Code	F PARIS 363
Mandatory Fields to complete the OLA (for Erasmus student)	<ul style="list-style-type: none"> • RECEIVING INSTITUTION : Institut de Gestion Sociale • FACULTY/DEPARTMENT : ICD Business School • ERASMUS+ CODE : FPARIS363 • RECEIVING RESPONSIBLE PERSON - NAME: Ms. Astrid GAJIC • RECEIVING RESPONSIBLE PERSON - TITLE: International Relations Officer • RECEIVING RESPONSIBLE PERSON - EMAIL ADDRESS (for OLA only): astrid.gajic1@igensia.com / international-icd@igensia.com
Overview	<ul style="list-style-type: none"> • Located in Paris (10th District); near the Canal Saint-Martin • Classes taught in French as well as some programs in English • A selection of Business, Management, Marketing, Event Management courses • A non-profit higher education institution, part of Groupe IGENSIA Education

ACADEMIC CALENDAR	
FALL 2026	SPRING 2027
<p>BACHELOR / Undergraduate programs:</p> <ul style="list-style-type: none"> • Event Management: September 14 - December 18 • Business & Marketing: September 14 - January 15 • Grande Ecole Program: September 14 - December 18 <p>MASTER / Graduate programs:</p> <ul style="list-style-type: none"> • Start of classes: September 7 • End of classes: February 19 	<p>BACHELOR / Undergraduate programs:</p> <p>/</p> <p>MASTER / Graduate programs:</p> <ul style="list-style-type: none"> • Start of classes: February 22 • End of classes: July 9

APPLICATION DETAILS	
Nomination deadlines	<ul style="list-style-type: none"> • FALL: May 15 • SPRING: October 15
Application deadlines	<ul style="list-style-type: none"> • FALL: June 15 • SPRING: November 1
Language Requirements	<ul style="list-style-type: none"> • English program: min. TOEFL: 500 ITP, 70 IBT, or B2 (CEFR) • N/A for English native speakers and students from English-taught programs institutions • French program: B2 (CEFR)

Other Requirement	<ul style="list-style-type: none"> • GPA: minimum 2.5/4.0 or an average of B
Application process	<ul style="list-style-type: none"> • Home university nominates students by the deadline above • Student fills in the online application form and submits the required documents • Upon acceptance, home university and student receive the official acceptance letter (required for the visa application) along with the access to the international intranet where they find all the necessary information (visa, housing, course registration, etc.)
Required documents	<ul style="list-style-type: none"> • <u>Online application form</u> • <u>Résumé</u> • <u>Scan of transcript</u> • <u>Scan of passport/ID card</u> • <u>Passport-sized photo</u>

ACADEMIC INFORMATION		
Study Load per semester	Minimum	25 ECTS (12 US credits required for visa)
	Maximum	30 ECTS (15 US credits)
	Erasmus students = 30 ECTS	
Course offerings	Courses from the Grande Ecole Programme (Business administration, Management, Marketing) Bachelor in Event Management, and Bachelor in Business and Marketing	
Course catalog	See Annex	
Academic level(s) offered to Students	Undergraduate (Bachelor) and Graduate (Master)	
Language of instruction	English or French <i>Please contact us for more information</i>	
Grading system	Letter grade (A to E). Minimum passing grade to validate a course: C	
Transcript	Emailed to the home university approximately 4 weeks after the end of the program	
Tuition fees	5 495€ per semester (N/A for Exchange students)	
ADDITIONAL INFORMATION		
VISA information	Student VISA compulsory for non-EU countries Depending on requirements from the French Embassy of the students' home country. Please contact your local French Embassy or Campus France. <ul style="list-style-type: none"> • campusfrance.org • france-visas 	
Insurance (Mandatory)	<ul style="list-style-type: none"> • European Health Insurance Card (European Students) • International Health Insurance (for International Students) 	
Accommodation <i>Off-campus housing</i>	<ul style="list-style-type: none"> • Room in a student residence: from 900€ to 1200€ per month, depending on the residence • Host Family with single occupancy room: from 950€ to 1200€ per month • Studio to rent from 900€ to 1400€ per month, depending on the location • Shared apartments: from 700€ to 1200€ per month, depending on the location 	
Cost of living	<ul style="list-style-type: none"> • Textbooks and other academic materials: from 200€ to 400€ per semester • Transportation: monthly metro pass (NAVIGO): 90.80€ • Other expenses: www.numbeo.com/cost-of-living/ 	

ICD PARIS - COURSE OFFERINGS – 2026-2027

Course Unit Title	Semester	ECTS credits
UNDERGRADUATE		
5-year Master Programme (3rd year of study) – Fall 2026 <i>Academic calendar: September 14, 2026, until December 18, 2026</i>		
International Business Development	Fall	3
Managing customer relations	Fall	3
Negotiations Strategies	Fall	3
Luxury Branding and Digital Marketing	Fall	2
Commercial and Marketing plan	Fall	2
Frugal Data Marketing	Fall	2
Geopolitics	Fall	3
Strategic Management	Fall	3
CSR & Climatic management	Fall	3
AI introduction	Fall	3
French Class & French Culture	Fall	3
Cross cultural project	Fall	2
Total		32
Event Management Bachelor (3rd year of study) – Fall 2026 <i>Academic calendar: September 14, 2026 until December 18, 2026</i>		
Event Logistics	Fall	5
International Event Management	Fall	5
Event Marketing	Fall	5
Event Analysis	Fall	5
Action Plan	Fall	5
French Class & French Culture	Fall	3
Cross cultural project	Fall	2
Total		30
Business & Marketing Bachelor (3rd year of study) – Fall 2026 <i>Academic calendar: September 14, 2026, until January 15, 2027</i>		
Marketing monitoring and market trends	Fall	2
Marketing and sales diagnosis	Fall	2
Development of sales and marketing action plans	Fall	2
Budgeting for sales action plans	Fall	2
Operational implementation of the sales and marketing action plan	Fall	2
Sales and marketing activities law	Fall	2
Monitoring and measuring the performance of sales & marketing action plan	Fall	2
Customer culture management and complaint management	Fall	3
Commercial prospecting and customer acquisition	Fall	3
Omnichannel strategy / Web marketing	Fall	3
Events and networking	Fall	2
Commercial negotiation / from preparation to follow-up	Fall	3
Customer satisfaction and loyalty	Fall	2

Employee recruitment / HR management	Fall	2
Employee performance and motivation	Fall	3
French Class & French Culture	Fall	3
Cross cultural project	Fall	2
Total		40
POSTGRADUATE		
5-year Master Programme (4th and 5th year of study) – Fall 2026		
<i>Academic calendar: September 7, 2026 until February 19, 2027</i>		
International Business & Intercultural leadership	Fall	5
Market Intelligence & Financial Insights	Fall	4
Managing Complex Sales & Strategic Accounts	Fall	4
Business Model Innovation & International Strategy	Fall	4
Global Brand & Value Proposition Design	Fall	4
Sustainable Supply & Global Value Chains	Fall	4
Emerging Markets & Global Business Dynamics	Fall	4
French Class & French Culture	Fall	3
Cross cultural project	Fall	2
Total		34
5-year Master Programme (4th and 5th year of study) – Spring 2027		
<i>Academic calendar: February 22, 2027, until July 9, 2027</i>		
Ethical debate	Spring	5
Leading in an Uncertain World	Spring	3
Geopolitical Risk & Sustainable Business Strategy	Spring	5
Global Market Access & Trade Strategy	Spring	4
International Business Law & Compliance	Spring	4
Export Operations & Trade Finance	Spring	4
Digital Tools for Global Development	Spring	4
French Class & French Culture	Spring	3
Cross cultural project	Spring	2
Total		34